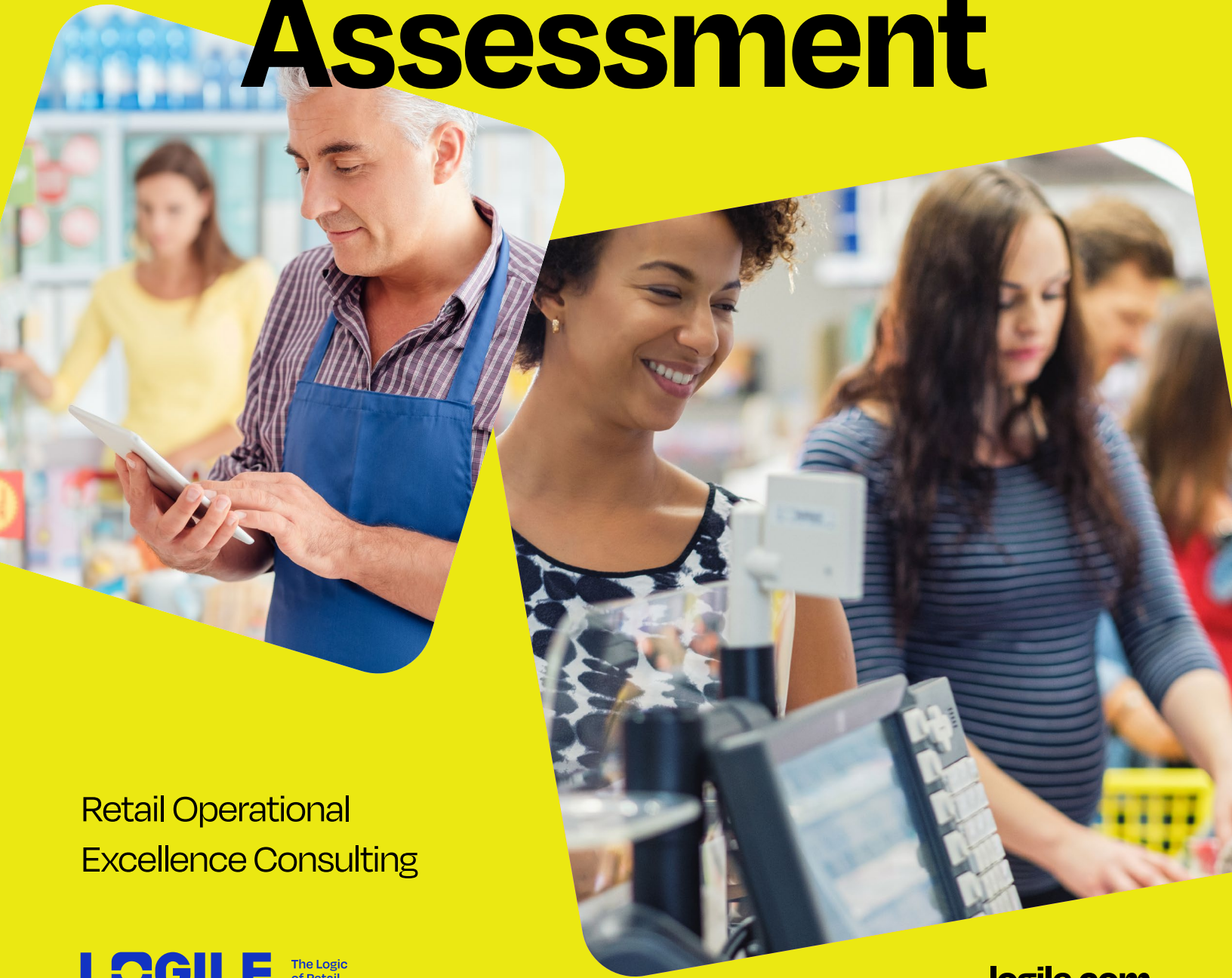# Frictionless Retail Queuing Assessment

Retail Operational
Excellence Consulting

Driving Workplace Efficiency and Operational Performance

Queuing is one of the most significant customer irritants across the global retail sector. Long or confused queues will drive your customers to your competitors over time.

Ensuring your stores have the right lanes available for your customers, at the right time of day, is critical for both customer satisfaction and retention.

There are many factors that lead to a poor front-end experience. Global retailers must consider and focus on every factor, every day, when managing the final few yards of the customer journey to ensure a frictionless experience. In today's highly competitive environment, businesses must become smarter and more efficient to provide customers with goods and services that consistently meet their high standards at affordable and competitive prices.

Logile's Frictionless Retail Queuing Assessment explores all the key factors that determine the success or failure of your customers' queuing experience.

This analysis delivers actionable insight, data, outputs and identifies key opportunities to drive performance and productivity from both the business and the customer perspective.

Logile will support you and your teams on the journey to becoming a world-class frictionless front-end retailer.

Here's how it works

Queue Analysis
Logile fully analyzes your queues and their behavior.

Driving Best Practice
Review best practice for your stores, associates and managers.

Performance & Efficiency Analysis
How effective are your teams? Are they hitting your performance metrics?

Queue Psychology Analysis
Exploring how your customers feel and behave during queueing process is key.

Front-End Configuration Analysis
Understand the ideal front-end configuration to match demand and improve efficiency.

Benefits Delivered

Prevention or reaction

Preventing a queue from forming is more cost effective long term than reacting to queues after the event. Despite this, having plans in place should you need to react is critical to supporting delivery of a frictionless front-end experience. Reacting at the right time—and your teams understanding when that time is—will drive performance.

Queue length

Queues are commonplace across the retail landscape. This is despite research proving that queueing at the checkout is the greatest cause of customer dissatisfaction in stores. Enabling delivery of short queues and a seamless experience will drive customer loyalty across your brand. Understanding current key performance indicators such as scan rate or queue length across the trading day, will provide you with key strategies to support your teams with the art of queue prevention.

Cashier idle time

Cashier idle time at your checkouts is a necessary evil, but how much you need is dependent on many store and customer characteristics. The Logile assessment helps you to understand the right levels of idle time required to deliver for your customers.

Smoother workflow

The benefits of having a well-structured workspace are widely documented. Workplace organization across your checkout suite will save time and increase both staff and customer satisfaction.

Investing in training your teams improves customer satisfaction

Managing a store's checkout experience is a perilous and sometimes thankless task. The variability of retail on a day-to-day basis means that training, awareness and a deep understanding of how to prevent queues from forming are necessary to deliver an amazing customer experience. Having the right management tools and insight in place will pave the way to success and a streamlined operation.

Understanding your hardware

Without the right number of lanes and associates to support delivery, your stores will undoubtedly need to react to queues daily. Have you considered future business growth when designing your front-end suite? The number and type of lanes you need today will not be what you need in 3-5 years' time. As the global markets move increasingly towards a cashless society, are you set up to meet your customers' expectations? The Logile team's experience will ensure you invest correctly today to drive future performance.

Preventing queues forming is paramount to achieving high customer satisfaction ratings. There is a fine line between preventing queues and having the need to react. Understanding this line is critical.

The big picture

There is no single solution for driving a world-class frictionless front end. Understanding the big picture and how all your moving parts contribute will drive performance and loyalty. Reinforcing key principles across your teams will ensure sustainability for the future of your business.

Management understanding

Sustainment begins at the top of the organization, which is why we focus on providing tools and insight enabling your management team to make informed decisions at the right time. Quickly identifying lower-performing stores, or stores that are slipping, enables you to take swift follow-up action with regional and store managers.

The psychology of queues

Customers have an inherent hatred of queues. Whether in retail, on the roads, at a call center or otherwise, no one like a queue or waiting in line. Logile will help you understand how your customers are feeling and provide solutions that minimize or remove the psychological barriers to a successful shopping trip.

Start driving your frictionless retailing journey

At Logile, we will help you understand the current state and work with you to support your business' future by using proven industrial engineering techniques and leveraging our experience across multiple industries. We are ready to help you deliver an amazing customer queuing experience.

Get started

To learn more about how Logile's Frictionless Retail Queuing Assessment service can help your business, contact us at info@logile.com or visit logile.com

LOGILE
The Logic of Retail

Logile is the leading retail store planning, workforce management and execution provider. Our proven AI, machine-learning technology and industrial engineering help retailers worldwide achieve operational excellence and provide the best service at the optimal cost. Gain the Advantage with The Logic of Retail. One Platform for store planning, scheduling and execution.